

# **LAMEA Telecom Analytics Market By Deployment Type (On-premise and Cloud) By Organization Size (Large Enterprises and Small & Medium Enterprises) By Application (Customer Management, Sales & Marketing Management, Network Management, Risk & Compliance Management, Workforce Management and Others) By Country, Industry Analysis and Forecast, 2019 - 2025**

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## **Abstracts**

The Latin America, Middle East and Africa Telecom Analytics Market would witness market growth of 16.9% CAGR during the forecast period (2019-2025).

Telecom analytics service is anticipated to be hosted enormously on the cloud, due to many mobile users in every area. Cloud hosting is also expected to develop further due to the growing consumer base, as more CSPs are embracing this. The telecoms industry is facing a revival in communications fraud due to the advent of smart devices and the growing use of IP networks. Since attacks may come from any source at any moment, fraud has emerged as the telecom market's most troublesome issue, demanding protection. As a result, authorities are implementing safety regulations for the telecommunications sector.

The network analytics feature provides insight to the data center infrastructures efficiency and behavior. This feature uses sophisticated algorithms to collect the data and analyze the latter. The rapid expansion in global IP traffic and the emergence of 5G predicted in the coming years may propel network communications, making them an important component of a communications company's business model. Therefore, for

many businesses, network stability and interruption prevention are a priority, which is driving the demand for network analytics. The new generation of analytics technologies in the network will support better capacity planning and traffic management. With increasing worldwide mobile connections, major players are attempting to provide more efficient service assurance to offer a customer experience that reduces the churn of subscribers and boosts revenues.

Based on Deployment Type, the market is segmented into On-premise and Cloud. Based on Organization Size, the market is segmented into Large Enterprises and Small & Medium Enterprises. Based on Application, the market is segmented into Customer Management, Sales & Marketing Management, Network Management, Risk & Compliance Management, Workforce Management and Others. Based on countries, the market is segmented into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include IBM Corporation, Oracle Corporation, SAP SE, Adobe, Inc., Cisco Systems, Inc., OpenText Corporation, Teradata Corporation, Sisense, Inc., Tibco Software, Inc. (Vista Equity Partners), and SAS Institute, Inc.

## Scope of the Study

### Market Segmentation:

#### By Component

Software

Services

#### By Deployment Type

On-premise

Cloud

#### By Organization Size

Large Enterprises

Small & Medium Enterprises

#### By Application

Customer Management

Sales & Marketing Management

Network Management

Risk & Compliance Management

Workforce Management

Others

#### By Country

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

#### Companies Profiled

IBM Corporation

Oracle Corporation

SAP SE

Adobe, Inc.

Cisco Systems, Inc.

OpenText Corporation

Teradata Corporation

Sisense, Inc.

Tibco Software, Inc. (Vista Equity Partners)

SAS Institute, Inc.

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